



# ACCESS L.A. CITY HALL



Wednesday, October 5, 2011

Elimination of the gross receipts tax could generate  
**\$263 million**  
in additional revenue and  
**130,583 jobs**

Regionally, the Port of L.A. generates

**830,000**  
jobs



LAX is a  
**\$60 billion**  
annual economic engine  
for our region and  
supports thousands of  
local jobs

**1 million**  
college degrees short  
of workforce needs in  
California by 2025

ACCESS L.A. City Hall is the L.A. Area Chamber's annual advocacy event aimed at building a stronger partnership between L.A. City Hall and local businesses.

## JOBS BUSINESS ECONOMY **NOW**

Eight things the Los Angeles City Council can do to make it happen now:

1. Make business growth and job creation the #1 priority
2. Implement plan to phase out the Gross Receipts Tax
3. Help the Port of L.A. compete with a widened Panama Canal
4. Support LAX modernization projects
5. Permanently fund Office of Economic Analysis
6. Utilize public/private partnerships to enhance City assets and reduce the budget deficit
7. Support continued investment in tomorrow's workforce
8. End chronic and veteran homelessness in L.A. by supporting *Home For Good*



**1. Make business growth and job creation the #1 priority at City Hall**

Aggressively extend the welcome mat to new and existing businesses that wish to invest in your district and our great City. The economic boom preceding our current unemployment crisis was due in large part to new construction. Focus resources on departments that have the potential to generate new revenue and jobs for the City.

**2. Implement plan to phase out the Gross Receipts Tax**

The City of Los Angeles has the highest business tax of any city in L.A. County and one of the highest in the nation. Based on a comprehensive economic study by Dr. Charles Swenson of the University of Southern California's Marshall School of Business, the Business Tax Advisory Committee recommended a plan to implement the elimination of the gross receipts tax. Swenson's study said the City could potentially create 130,583 new jobs and generate more tax revenue than the current gross receipts tax.

**3. Make sure the Port of L.A. can compete with a widened Panama Canal**

The Port of Los Angeles is the nation's leading container port, responsible for hundreds of thousands of jobs and billions in tax revenue throughout the region. By aggressively supporting projects designed to increase the Port's competitiveness, the Council can ensure the seaport is ready to meet the challenge of the Panama Canal expansion in 2014. We must modernize and green the Port by updating terminals, developing near-dock rail facilities and relieving congestion on our goods movement corridors.

**4. Support LAX Modernization**

LAX is a \$60 billion annual economic engine for our region and supports tens of thousands of local jobs. The Chamber applauds recent progress to modernize the south airfield, expand the Tom Bradley Terminal and update the other outdated terminals for a better passenger experience. There is a pressing need to do more, including Metro services to the airport, a consolidated rental car facility and reconfiguration of the two northern runways for greater passenger safety and to accommodate the next generation of larger, cleaner and quieter aircraft.

**5. Permanently fund Office of Economic Analysis**

The 2011 launch of the Office of Economic Analysis, funded with \$250,000 from Council President Eric Garcetti's office, is an example of how the City Council can sharpen its focus on creating jobs for our residents. Reliable economic analyses on proposed city ordinances will give councilmembers a better understanding of the economic impact of proposed legislation on jobs and City revenue.

**6. Utilize public private partnerships to enhance City assets and reduce the budget deficit**

The City's current fiscal condition has created the need to implement long and short term operational changes to address the structural deficit. Some City assets are best managed through public private partnerships, as is done in every major U.S. city, including our own. The Los Angeles County Museum of Art and the Hollywood Bowl are excellent examples of how community assets are managed in partnership with private or non-profit entities. Learning from these successes will enable our City's assets - such as the Los Angeles Zoo - to live up to their full potential.

**7. Support continued investments in tomorrow's workforce**

Through the work of the L.A. Compact, better integrate City services such as school safety, the City's Gang Reduction Zones and other programs on gang prevention with Los Angeles Unified School District. Support continued investments in HIRE-LA's Youth, Summer Youth Employment and proven strategies for increasing college access.

**8. End chronic and veteran homelessness in L.A. by supporting Home For Good**

In late 2010, the L.A. Area Chamber and United Way released *Home For Good*, an action plan to end chronic and veteran homelessness in Los Angeles by 2016. Since its launch, *Home For Good* has inspired a cooperative alliance between federal and local officials; a landmark shift of County resources and policies; and the establishment of a Funders Collaborative to leverage public and private funds for permanent supportive housing. We ask City Council members to sign on to *Home For Good*, to support the creation of permanent supportive housing in the region and to align City resources with the Home For Good Funders Collaborative.

**THANK YOU TO OUR SPONSORS**

**TITLE**



**GOLD**



**SILVER**

AT&T  
BNSF Railway Company  
Check Into Cash  
DFS North America  
JetBlue Airways  
Mercury Air Group, Inc.  
Port of Los Angeles  
Republic Services

**BRONZE**

Cedars-Sinai Medical Center  
Clark Construction Group – California, LLC  
Goldline International  
Stantec Consulting  
State Farm Insurance Companies  
Tesoro Refining & Marketing, Los Angeles Refinery  
Union Pacific Railroad Co.  
University of California, Los Angeles  
Vons, a Safeway Company  
Yellow Cab Co.

**PARTNERS**

AIA | Los Angeles • California Apartment Association – Los Angeles • FuturePorts • Greater Los Angeles African American Chamber of Commerce • LAX Coastal Area Chamber of Commerce • Los Angeles Area Chamber of Commerce • NAWBO-LA • Valley Industry and Commerce Association